

Christina Houck

From: Budgie Amparo
Sent: Wednesday, December 15, 2010 5:05 PM
To: Seattle - Vice Presidents of Quality Services; All RDQSs
Cc: John Cincotta; Chris Hyatt; Jayne Sallerson; Seattle - Vice Presidents of Sales and Marketing; Seattle - VP Ops - Team Leads; April Young
Subject: RE: Where do you stand? Occupancy Goals
Attachments: image001.png; image002.gif; image003.png; image004.gif; image005.gif; image006.gif; image002.gif; image004.gif

As always I would like to recognize our nurses for their unbelievable focus involving the back door, move-in urgency and home visits. Your promise of **giving it your all** is evident based on these numbers and we truly appreciate all of you and your support to improve our occupancy. Let's make December 2010 our best move-out month. I know we can do it. Go nurses and be part of this all-time record and best-ever move-out numbers!

Budgie Amparo, RN, MSN

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Our Family is Committed to Yours

From: Jayne Sallerson
Sent: Tuesday, December 14, 2010 6:30 PM
To: Seattle - Vice Presidents of Sales and Marketing; Seattle - VP Ops - Team Leads; Seattle - Vice Presidents of Quality Services; April Young ()
Cc: John Cincotta; Amparo, Budgie ()'; 'Chris Hyatt ()'
Subject: Where do you stand? Occupancy Goals

Hello All-

Here is the latest update on your move-in goals. The Northeast is sneaking ahead at 38.02% of their goal, but the Mountain division is on their heels at 37.21% of their goal!

The projections look good this month (John will send out an email later with details). Thank you nurses for your focus on move-outs..it is paying off. Move-outs are projected low this month which is really helping with our net numbers.

Many of you are really benefiting from the focus on having your RDSM's review every lead that is coming in. I am seeing great stories of catching move-in opportunities with this laser focus. VPSM's..please make sure you are looking and auditing YGL's to monitor follow up.

Let's break all records in December!